



ReACT Mini Grant Guidance

What is reACT and its goals?

reACT is Montana's teen led movement against the Big Tobacco & the Vaping Industry. Using hands on activism and advocacy, reACT takes action to educate, inform, promote and empower teens to prevent tobacco use.

reACT aims to:

- Create and facilitate new and existing youth empowerment coalitions
- Decrease initiation of tobacco use among youth
- Increase awareness of reACT and MTUPP programs
- Encourage youth-led tobacco/nicotine-free events
- Increase awareness of Big Tobacco & the Vaping Industry's targeting of youth
- Increase media literacy, peer education, and grassroots advocacy of tobacco use prevention programs

Available Funding

Mini-grants (of up to \$4,000 each) are available to implement a project focusing on one of the following five target areas: Vaping Prevention Campaigns, Flavor Restrictions, Tobacco-free Events, Inclusion of E-cigarettes in Smokefree Laws and Social Media. You do not need to apply for all \$4,000. You may request less if desired. Prior to submission, please ensure that there is a commitment by all partners.

Groups selected for funding will receive their stipend at the beginning of the grant cycle and are required to complete documentation of spent funds at the end of the grant cycle. The stipend is to be used by the group at the discretion of its members and adult facilitator(s).

MTUPP Resources and Support

The Montana Tobacco Use Prevention Program (MTUPP) will provide phone calls and webinar training(s) as needed. Please do not hesitate to ask for support or; advice.

Use of Funds

Funds should be used to achieve the goals of the project through planned events and activities. Funds can be used for but are not limited to gear (reACT branded items and clothing), team building activities, travel, media, and/or project supplies and event materials.

Eligible Applicants

Youth ages 13-18 and their adult supervisors may apply. Applicants may be a formal club within their school, church, or community organization, or an informal group of youth who are concerned with the devastation caused by commercial tobacco. Grant recipients must not be affiliated with, nor receive funding or materials from, the Tobacco or Vaping industry.

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Competitive Process

Montana Tobacco Use Prevention Program provides grants to the most qualified applicants. Please give your application careful attention as we anticipate this year to be particularly competitive. Please review the Criteria for Proposal Review.

Teen Focus

reACT is a teen program, and thus, teen leadership is essential for a youth project. It is important to include the teens in the application process as well as grant writing. Making sure there is teen input will increase ownership of the project by teens and provide them incentive to stay involved. Teens' creativity and insights are critical to providing excellent activities that will be understood and appreciated by their peers. Please review the final application and make sure it is professional, typed, and complete.

Grant Cycle Important Dates

Date	Event
September 2 nd , 2020	Min Grant Applications Open
October 2 nd , 2020	Applications Due by 5pm via email
October 9 th , 2020	Application Review
October 12 th , 2020	Notifications sent to all applicants
October 29 th , 2020	Tentative date which funds are expected to be disbursed
March 9 th , 2021	First report Due
June 30, 2021	Deadline for spending reACT mini grant funds
July 15, 2021	End of grant cycle, final reports due

How to Apply

Youth and adult advisors should complete all aspects of the application, including the cover page, project narrative, proposed budget, letters of support and signatures.

A completed W9 must be submitted with the application.

Once completed, please submit them via email to:

Ashley Burke

Contract Liaison & Youth Engagement Specialist

Email: Ashley.RollinBurke@mt.gov

Criteria for Proposal Review

Applications will be evaluated based on the following criteria:

Cover Sheet and Verification Signature	<ul style="list-style-type: none"> All areas are filled out and legible
Project Narrative: Background	<ul style="list-style-type: none"> Outlines a brief description of newly formed coalition, or an existing coalition, with a clear mission statement Demonstrates previous organizational achievements in community action and education to improve health or policy in the community
Project Narrative: Budget	<ul style="list-style-type: none"> Budget is clear and reasonable Clearly shows how funds will be allocated and is adequate for the project
Project Narrative: Game Plan	<ul style="list-style-type: none"> Project goals are clearly stated and are realistic Activities and events are described in sufficient detail There is a clear process or plan to engage youth/students in proposed activities and events The number of youths to be targeted is identified
Project Narrative: Results	<ul style="list-style-type: none"> Established integration of reACT goals and mission Includes a concise strategy on how to influence the decrease in initiation and use of tobacco by Montana youth
Support	<ul style="list-style-type: none"> The project has demonstrated support from at least two community members
Youth Driven	<ul style="list-style-type: none"> There is evidence that youth have been heavily involved in the planning process and/or will be primary leaders in proposed activities and events
Professionalism	<ul style="list-style-type: none"> The grant is submitted on time in an organized and professional manner
Topic Choice	<ul style="list-style-type: none"> The goals and activities are clearly related to the topic choice

Additional Questions

Please contact Ashley Burke at 406.444.1288 or Ashley.RollinBurke@mt.gov. We are willing to answer questions and support applicants however possible and look forward to hearing from you.

Budget Example (please round to nearest dollar)

Description (Please itemize)	Projected \$ Amount
Youth Coalition Expenses (include details)	
Supplies/Materials/Gear (include details)	
Media (include details)	
Other Costs (Adult stipend, travel, training, etc.)	
Total Amount Requested (Please round up to the nearest \$100)	\$

FY 21 Mini-Grant Examples

Vaping Prevention Campaigns	Steps to take to create change
Create a prevention campaign for teens in your community.	<ul style="list-style-type: none"> • Create a prevention campaign that focuses on education and promotion of the reality of vaping • Campaign formats include but not limited to posters, social media, videos and or in person • Distribute a peer survey about the truth about the vaping, to determine what campaign format will be most impactful in your community • Checkout https://youtu.be/g16bt-PzpWY an example of video campaign • Checkout https://blog.hootsuite.com/social-media-campaign-strategy/ an example of a social media campaign
Flavor Restrictions	Steps to take to create change
Create or support a flavor restriction policy in your town/city.	<ul style="list-style-type: none"> • Create and conduct a survey about vape flavors • Create an infographic showcasing the reality of flavors & display in your schools with permission of principal • Advocate to local officials to include a flavor restriction in tobacco legislation during the legislative session in 2021 • Work with local youth groups and associations to show support for passing flavor restriction bills • Create and collect signatures on a petition in support of flavor restrictions • Complete a community mural about a flavor free generation
Tobacco-free Events	Steps to take to create change
Get involved with at least 2 local events to market being tobacco free and seek a tobacco-free policy for the entire event	<ul style="list-style-type: none"> • Join the planning committee for the event • Work with the committees to designate the event as tobacco-free • Create signs for the event if it has a tobacco-free policy • Get a booth or table at the event to raise awareness about tobacco use (an activity such as tobacco jeopardy to get attention from event goers). Find ideas for activities at www.kickbuttsday.org • Advertise in promotional materials such as programs, banners, announcements
Inclusion of E-cigarettes in Smokefree Laws	Steps to take to create change
Raise awareness about the dangers of e-cigarettes and/or get involved with local events to market including e-cigarettes in local Smokefree laws	<ul style="list-style-type: none"> • Do a media campaign showing the importance of including e-cigarettes in local smokefree laws. • Advocate to local officials to include e-cigarettes in local smokefree laws. • Work with local youth groups and associations to show support for passing smokefree laws that include e-cigarettes. • Raise awareness of the dangers e-cigarettes pose to youth with youth groups, parent groups, medical provider groups, etc. • Raise awareness concerning nicotine in e-cigarettes and how nicotine impacts youth's brains • Work with local schools to ensure e-cigarette education is in curriculum • Organize a regional youth summit around the issue of e-cigarettes
Social Media Campaigns	Steps to take to create change
Raise awareness about tobacco in social media and counter the positive depictions of e-cigarette use	<ul style="list-style-type: none"> • Document the advertising and influence of e-cigarette use in social media such as Instagram, Snapchat, Twitter, Pinterest, YouTube etc and share with community

- Identify social media advertisements in Big Tobacco & the Vaping Industry marketing tactics to share the harmful reality of addicting a new generation to tobacco (e.g. vapes & flavors)
- Do a social media campaign countering the advertising and influence of e-cigarettes and try to make it go viral. Share lessons learned with your community
- Visit Truth Initiative for more ideas and information.
<https://www.thetruth.com/take-action>